




Strategic Alliances between Businesses & Universities



Southern Growth Policies Board



Recent Work

- The Mercedes & the Magnolia: Preparing the Southern Workforce for the Next Economy
 - Invented Here: The Southern Innovation Index
 - Innovation U.
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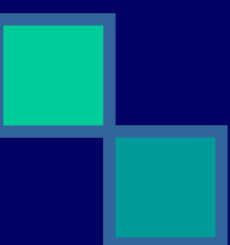



Southern Innovation Index

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- 56 Indicators
 - Current Data
 - 10-Year Targets
 - U.S. Average
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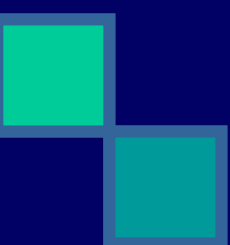



R&D Trends

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- National Science Foundation database, DOC data
 - R&D: Federally-performed, university-performed, industry-performed
 - 28-37 year window
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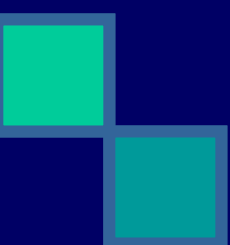



Federal R&D

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- 1970-1999
 - 8 States increased share
 - Biggest share increases: Arkansas, West Virginia, North Carolina, South Carolina
 - Biggest share decreases: Kentucky, Missouri, Louisiana
 - SGA Region: 44.84% in 1970, 56.60% in 1999
 - Virginia 5.85% in 1970, 10.28% in 1999
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University-performed R&D


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- 1972-2000
 - 11 states increased share
 - Biggest share increases: South Carolina, Virginia, Kentucky, Georgia
 - Decreases in share: Puerto Rico, Missouri, West Virginia
 - SGA Region: 24.51% in 1972, 33.65% in 2000
 - Virginia: 1.16 in 1972, 1.96% in 2000
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Industry-performed R&D

- 1963-2000
- 7 states increased share
- Biggest share increases: Arkansas, North Carolina, Mississippi
- Decreases in share: Louisiana, West Virginia, Alabama, Missouri, Tennessee, Oklahoma
- SGA Region: 13.67% in 1963, 14.19% in 2000
- Virginia: 0.74% in 1963, 1.36% in 2000



Industry-performed R&D

- SGA: 34.2% of nation's economy, 14.19% of industry-performed R&D
 - SGA Gap (2000): \$39.9 billion
 - Virginia Gap (2000) \$2.5 billion
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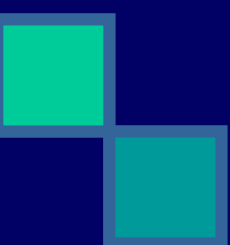



Industry-performed R&D

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- Closest to marketplace—intended for commercialization
 - 75% of all R&D is industry-performed; 67% of all R&D is industry-funded
 - The branch plant economy & the failure to recruit or build private R&D capacity
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Innovation U.

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- No knowledge, no knowledge economy
 - Universities as primary source
 - 12 Case studies of universities doing a particularly good job of building alliances with industry and playing active roles in economic development of region
 - Behavior that pays economic dividends
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The Essence of Partnering

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- Trust
 - Reciprocity
 - Results
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Research Focus

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- Industry Research Partnerships
 - Technology Transfer
 - Industrial Extension & Technical Assistance
 - Entrepreneurial Development
 - Industry education/training partnerships
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Research Focus

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- Culture and Rewards
 - Formal Partnerships with Economic Development Organizations
 - Industry/University Advisory Boards and Councils
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The Universities

- Carnegie-Mellon
 - Georgia Tech
 - Ohio State
 - Penn State
 - North Carolina State
 - Purdue
 - Stanford
 - Texas A&M
 - UC-San Diego
 - Utah
 - UW-Madison
 - Virginia Tech
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Industry Research Partnerships

- Single points of contact & coordinating structures
 - Simplified research contracts—master agreements
 - Databases of faculty expertise
 - Hiring scientists with industry or entrepreneurial experience
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Industry Research Partnerships

- Research parks contiguous to campus
 - Linking graduate education and industry research partnerships
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